

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Kazuhiro ISHIDA

Title: ADVERTISEMENT SYSTEM AND ADVERTISEMENT
DISPLAY METHOD

Appl. No.: 10/077,765

Filing Date: 02/20/2002

Examiner: Alvarez, Raquel

Art Unit: 3688

Confirmation 3462

Number:

**AMENDMENT AND REPLY ACCOMPANYING REQUEST FOR CONTINUED
EXAMINATION UNDER 37 CFR 1.114**

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This communication is responsive to the Final Office Action dated September 19, 2008, and to the Advisory Action dated January 7, 2009, concerning the above-referenced patent application, and is being filed concurrently with the filing of a Request for Continued Examination.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this document.

Remarks/Arguments begin on page 5 of this document.

Please amend the application as follows: